



Consumer Experience and Outreach Advisory Committee Meeting

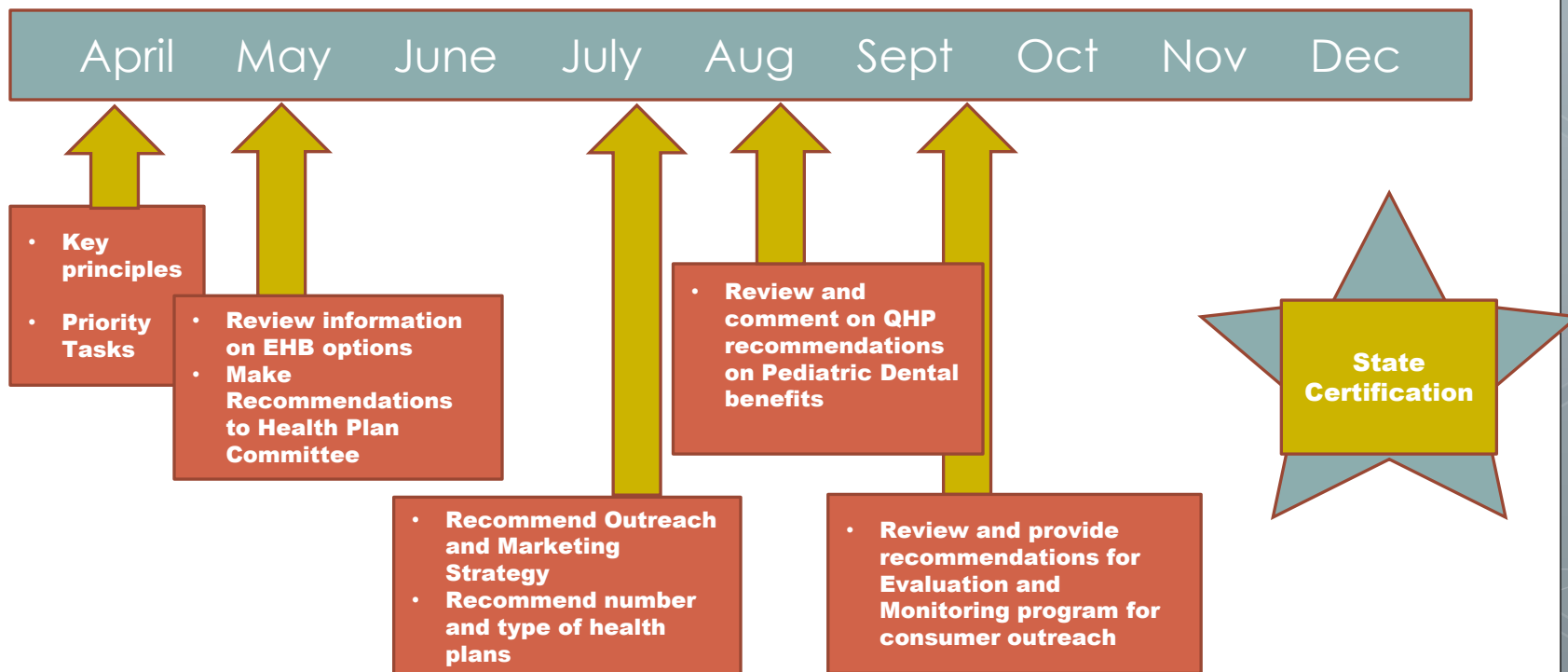
**Connecticut Health Insurance Exchange
April 10, 2012**

Agenda

- Welcome and Committee Focus (9:00-9:15)
- Discussion of Guiding Principles (9:15-9:45)
- Committee Focus and Priority Tasks (9:45-10:15)
- Mintz and Hoke Overview (10:15-10:45)
- Next Steps (10:45-11:00)
- Public Comment (11:00-11:15)

Consumer Experience

Committee Focus: State Certification



Committee | Matrix

- Overlap of issues / responsibilities will require coordination and collaboration on a number of these areas across Advisory Committees.
- Agreeing on common set of guiding principles to guide decision-making should help reduce – but may not eliminate – conflicting recommendations.
- Staff will work with each Advisory Committee to apprise members of each AC's activities.

Committee | Guiding Principles

- The Exchange should serve as a central point of access for all health coverage programs (e.g., Medicaid, HUSKY, subsidized insurance), and provide consumers with unbiased information about their health coverage options
- The Exchange should provide all Connecticut residents with a first-class, consumer-oriented health insurance marketplace that offers high quality, affordable health insurance



Committee | Guiding Principles

- Consumers should be provided information that is understandable and accessible in multiple formats and multiple languages
- The Exchange should implement a proactive outreach and enrollment strategy that reflects the diverse needs of Connecticut residents and results in a reduction in the number of uninsured
- The Exchange should leverage the expertise of a broad range of community organizations and entities to reach culturally diverse populations

Committee | Guiding Principles

- In order to be financially sustainable, the Exchange's outreach efforts should build upon existing resources to the greatest extent possible and work across other public assistance programs

Priority Tasks and Available Resources

Deadline	Priority Tasks	Resources/Action
April 2012	Establish key principles for committee (e.g., develop consumer-friendly health insurance program; reduce the number of uninsured Connecticut residents, etc.)	Best practices; consultant; Report to Board
May 2012	Review information on EHB options	CCIO Bulletin; Overview of CT-Specific Plans
	Review report on consumer assistance resources that may be leveraged by the Exchange	KPMG report on consumer assistance programs

Priority Tasks and Available Resources (2)

Deadline	Priority Tasks	Resources/Action
July 2012	Review outreach and marketing strategy and prepare Board recommendations	Mintz & Hoke Marketing and Outreach Strategy; Report to Board
	Review and make recommendations on number of and type of health plans and insurers at each plan level	QHP Advisory Committee report
August 2012	Review QHP recommendations on offering pediatric dental benefits and prepare comments for Exchange Board	Summary of ACA requirements and options paper prepared by Exchange staff / consultant; QHP Advisory Committee Report to Board
September 2012	Review evaluation and monitoring program for consumer experience and outreach; and develop Board recommendations	Exchange staff / consultant report on evaluation and monitoring program; Report to Board

Committee | Next Steps

You will be provided the following documents by April 30 to review and discuss during the May Meeting:

- EHB Options Briefing
- KPMG report on Consumer Assistance Programs
- Mintz & Hoke Status Reports

Next Meeting Recommendation:

Tuesday, May 8th 9:00 – 11:00

Location TBA. Meeting transcription posted to webpage by 4/20.